

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Crossroads Media**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 485295 /		<u>Alt Order #</u> 06229739
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u> 780
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 23	KVVU	10/31/12	10/31/12	Fox 5 News at 5	5-530p		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Fox 5 News at 5	5-530p	---W-----	:30		<del>\$550.00</del>	NM		
		See MG 23.2										
	2	KVVU	11/02/12-11/02/12	MORE Access	630-7pm	-----F----	:30		\$1,050.00	NM		
	Ⓜ MG for 31.16,23.1											
N 31	KVVU	11/01/12	11/01/12	The Dr.Oz Show	4-5p		:30			NM	18	\$17,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$150.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>		<u>Alt Order #</u>
485295 /		06229739
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	CROSSROADS GPS	780
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS/Cross Roads GPS		11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/29/12-11/04/12		The Dr.Oz Show	4-5p	----Th----	:30		<del>\$450.00</del>	NM		
		See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9,31.10,31.11,31.12,31.13,31.14,31.15,31.16,31.17,31.18,31.19,31.20										
2	KVVU	10/30/12-11/05/12		The Dr.Oz Show	M-F 10a-11a	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
3	KVVU	10/30/12-11/05/12		The Dr.Oz Show	M-F 10a-11a	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
4	KVVU	10/30/12-11/05/12		The Dr.Oz Show	M-F 10a-11a	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
5	KVVU	11/03/12-11/03/12		Masterchef	Sat 11p-12a	-----Sa--	:30		\$305.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
6	KVVU	11/04/12-11/04/12		Sports Plus Su 1045p	1045p-11p	-----Su	:30		\$1,200.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
7	KVVU	10/30/12-11/05/12		Fox 5 News M-F 10p-11p	10p-11p	MTuWThF----	:30		\$2,150.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
8	KVVU	10/30/12-11/05/12		Fox 5 News M-F 10p-11p	10p-11p	MTuWThF----	:30		\$2,150.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
9	KVVU	10/30/12-11/05/12		Fox 5 News M-F 10p-11p	10p-11p	MTuWThF----	:30		\$2,150.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
10	KVVU	10/30/12-11/05/12		Fox 5 News M-F 11p	M-F 11-1135p	MTuWThF----	:30		\$1,950.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
11	KVVU	10/30/12-11/05/12		Fox 5 News M-F 11p	M-F 11-1135p	MTuWThF----	:30		\$1,950.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
12	KVVU	11/04/12-11/04/12		CSI:Miami	Sun 12-1am	-----Su	:30		\$300.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
13	KVVU	10/30/12-11/05/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	MTuWThF----	:30		\$1,025.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
14	KVVU	10/30/12-11/05/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	MTuWThF----	:30		\$1,025.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
15	KVVU	10/30/12-11/05/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		\$500.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
16	KVVU	10/30/12-11/05/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		<del>\$500.00</del>	NM		
Ⓜ	See MG 23.2											
17	KVVU	10/30/12-11/05/12		The Dr.Oz Show	4-5p	MTuWThF----	:30		\$500.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
18	KVVU	10/30/12-11/05/12		Anderson	3-4p	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
19	KVVU	10/30/12-11/05/12		Anderson	3-4p	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
20	KVVU	10/30/12-11/05/12		Anderson	3-4p	MTuWThF----	:30		\$450.00	NM		
Ⓜ	MG for 2.1,3.1,20.1,67.1,63.1,65.1,28.1,49.1,50.1,19.1,1.1,18.1,52.1,48.1,64.1,30.1,54.1,34.1,55.1,53.1,32.1,47.1,66.1,29.											
<b>Totals</b>											51	\$38,905.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	51	\$38,905.00	\$33,069.25
<b>Totals</b>	51	\$38,905.00	\$33,069.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6229739    TRF# 485295    REP: TEL# 610-293-4100    FAX# 610-225-1191  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$    CREDIT ADVISORY: AGENCY CREDIT RISK !!    NOV1/12 14.52  
 ORDER WORKSHEET    HARRIS REPORT FROM REP    \*\*\* KVVU-TV \*\*\*  
 \*\*CHANGES\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/CROSSROADS GPS    REP.# \_\_\_\_\_ OFF.# 762    SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC    BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555    SALES PRSN PH- TERESA DIFURIA  
 ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6229739    CLASS: NATL.    LOCAL    REGIONAL

PRDCT CROSSROADS GPS    EST#780    COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12    NOV5/12    WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV1/12 14.52

REP: TO ROSE  
 FROM TERESA  
 OKED M2... SEE LINE 80  
 NCIT  
 PLEASE CONFIRM

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 CROSSROADS GPS :30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
74			ES 400P-500P	30		\$500.00	10/30	11/5	2		TU-F,M	2

AGENCY ADVERTISER CODE =  
 AGENCY PRODUCT CODE =  
 AGENCY EST# = 780

PROGRAM : DR OZ  
 ORD COM1: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.  
 PART OF A MAKEGOOD MADE UP OF LINES 71-79

23	S		500P-530P	30		\$550.00	10/31	10/31	0		WED	0
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PROGRAM : AVG. ALL WKS<

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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80	A		630P-700P	30		\$1,050.00	11/2	11/5	1		F,M	1
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PROGRAM : MORE ACCESS

ORD COM1: SPOTS N/A. MG OFFER 'MORE ACCESS'. NOT PRE-BOOKED PLS APPROVE.  
 THIS IS A MAKE-GOOD FOR OCT31 ON LINE-23 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-74 FOR 1 SPOT/WK

STATION MAKEGOOD OFFERS:

M2	OK'D	BUY#23	MISSED:WED/500P-530P	OCT31	30S	\$550.00	(OCT31/12)
		BUY#74	TU-F,M/400P-500P	OCT30	30S	\$500.00	
			OFFER:F,M/630P-700P	NOV2	30S	\$1,050.00	PLS ADVISE.
			CMT:SPOTS N/A. MG OFFER 'MORE ACCESS'. NOT PRE-BOOKED PLS APPROVE.				

NOV/12	38905.00	CONTRACT TOTAL	38905.00
		TOTAL SPOTS	51

MARKET TOTALS \$228,852 KVVU 17% KSNV 23% KLAS 39% KTNV 15% KVMY 1% KVCW 2% CABL 0%  
 KTUD 3%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE